

**SOMETHING ABOUT THE BEAUTIES OF THE JERSEY COAST.**

Every one who has stood on the shore and looked over the restless whitecap

The marked rise in real estate value within the last eight or ten years is a other point of interest along the coast. The automobile is responsible for a good part of this and the splendid service furnished by the railroads has helped. But one wonders if, after all, it hasn't been the growing desire to get away from the great cities, to be free, with a little space of ground to call one's own and the opportunity to move about unhindered by the city's congestion. Naturally the leaching for the country could never have been gratified if the railroads had not made it possible for many to go back forth to their work, and automobiles, of course, lessened the distance. This tendency to get away from the tyranny of big town will not decrease land value suburban, seashore or inland, and the demand for such properties which is the basis of the rise in value, should have a tendency to abate. A pleasant one-day trip could hardly be planned than an excursion to the towns along the Jersey coast observing the increase in value and speculating about the probable future of the places visited. The journeying through a section of the country in many places indescribably charming would amply repay the time expended.

Perth Amboy, that forms the near end of the long bow the coastline makes

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field has had its experience. When feline fashion ran away to Saratoga and then to Newport the place became noted as a sporting centre. Fortunes were made and lost in the New York, the John Daly Club, the Pennsylvania Club and the New York Club, and the Monmouth Park and Elkhound tracks for horses were built. Money came easily and was squandered. There was little effort to effect permanent improvements. Then came a reaction and the constitutional amendment by the Jersey Legislature put the racetracks out of business. The track at Monmouth was sold for \$300,000 and some of the best known men in the country were identified with the sport there, the late David Dribble, Arthur and Alexander Hays Sulzberger, who had been the president and vice-president respectively of the Monmouth Park Association. This great organization, which was organized for sport, had been the cause of the passage of laws in Clifton and Guttenberg, and when the reform wave came the good went with the bad.


But that is almost history. Long Branch is now, very much an attractive place. A five city Publicity Bureau, with B. B. Bobbitt, the editor of the local paper, at its head, has made a big stir in the place. Realty values there are climbing and the town is being developed. The beach is well guarded and high prices are demanded.

Speaking of the town's unique history as a summer resort Mr. Bobbitt says: "Long Branch was the pioneer sea shore



Hopkin & Koen, architects.

**STANDARD FIRE ENGINE**



THE HOUSE IN CONCRETE.

containing the Atlantic Avenue, one of the tallest buildings in the city, and the 150-ft. high, 10-story, 1920s-style building assessed at \$215,000—an increase of nearly 300 percent in twenty-two years. An owner of a 150-ft. building on the oceanfront has reported that no other building has occurred most anywhere on the beachfront. The Haddon Hall property, occupying a piece of ground 150 ft. by 600 feet at the oceanfront, was assessed at \$225,000 in 1987 and assessed at \$23,000; to-day the owners say taxes on property estimated by the city are \$100,000.

Other sites on the ocean front between Virginia and Kentucky avenues are worth more than \$1 million. A 150-ft. lot that would have sold for \$3,000 in 1965 is now on the Boardwalk bring about \$3,000 a front foot. Little of this property is owned by the city. Cottage lots on the streets, plots 50 by 150 feet, bring about \$20,000. Cottages rent from \$500 to \$2,000.

While there are no "show places" in the Atlantic City such as one sees near the oceanfront in the Jersey coast, a large section of the city is made up of

These houses have worked out with clapboard siding and shingle or with stucco and shingle. The latter is the more expensive, but the former is used extensively, due to the difference in cost, but plans for the latter are being made. The claim is made that the difference in cost is not great, and that the use of stucco in building material has been used sparingly on account of its weight. It is also used to great advantage on two stories that are now being built in New York City. The economy of stucco, its strength, solidity and durability that is impossible to procure in ordinary frame construction, is being appreciated more and more. It is also used sparingly, but in one or two instances it is used for the front elevation or for the front elevation with excellent results.

The semi-bungalow has been worked out to perfection in Seaside, N. J., where the houses are being built in large numbers for the last year. These houses give plenty of room on the first floor, and are built on a low foundation for the front and back porches and the second floor.

Some of the New York city architects who have been attracted to Seaside and some of their finest work in this style of building have been found in the houses. Some builders have found inspiration for their own homes in the houses at Seaside.

## STANDARD FIRE ENGINE HOUSE IN CONCRETE